

STERCHI BROS.' Big Expansion Sale Will Continue ALL NEXT WEEK

An Important Message From US To YOU. Here It Is. Don't Fail To Read It

Have you attended STERCHI BROS.' BIG EXPANSION SALE? If you haven't, you are overlooking the greatest opportunity ever offered in this man's town to buy real, bonafide bargains in quality furniture.

It will be many a long day before you are able to buy the quality of furniture at the low prices Sterchi is selling it for NOW.

Do you know that FREIGHT RATES GO UP THE LATTER PART OF AUGUST? Have you ever considered that this freight increase will mean from a 5 to a 15 percent increase in the prices of merchandise? Do not slumber in doubt regarding this matter. Arouse yourself to take advantage of prices that are already from 30 to 50 percent below regular market values TODAY.

Remember, this is not a money-making sale. It is a get-acquainted sale. Prices have been cut to the bone. This is an opportunity that will come to an end as quickly as it began.

Sit down and figure out what you need in the way of furniture. Is it a rug or two? Is it a kitchen cabinet? Perhaps it is a dining room suite, a bed room suite, a living room suite, a table or stand lamp, linoleum, congoletum, pabcolin, some chairs, a bed, a refrigerator, a lounge, a nufold, a buffet, a kitchen table, dishes, conservo, a heater, or one of hundreds of other items in house furnishings.

Is it worth your trouble to save from \$5 to \$500 on a bill of furniture? Don't delay. Come in at your earliest possible convenience.

A Representative List of Merchandise and Prices—There Are Hundreds More Bargains In Quality Furniture as Good as These in Our Store—Compare Our Prices With Any in Town.

CHAIRS



The Push Button kind, either mahogany or fumed oak. Regular \$54.50 value. Special \$34.75

Kitchen Chairs

During this great sale we will sell a heavy Kitchen Chair whose regular value is \$3.50. Special at \$2.10

Rocker Special

Large bolted construction, fumed oak Rocker, spring seat, imitation leather. Regular \$11.25 value. Expansion Sale Price \$6.85

Rocker Specials

We have a stock of rockers that is the largest in El Paso. They are in Fibre, Mahogany and Oak. You cannot afford to miss this section.

Large Fumed Oak Rocker, Spring Seat, regular \$11.50 value. Expansion Sale Price \$6.85
Large Golden Oak Rocker, pad seat, regular \$8.50 value. Expansion Sale Price \$5.80
Large Quartered Oak Rocker, Spring Seat, regular \$16.50 value. Expansion Sale Price \$12.25
Large Fumed Oak Rocker, Auto Spring Seat, regular \$32.00 value. Expansion Sale Price \$23.75
Large Roll Seat Rocker, bolted construction, regular \$10.50 value. Expansion Sale Price \$7.85

Mattresses

A SLEEP EASY MATTRESS SATISFIES EVERYBODY
No matter how particular you may be, a Sleep Easy will please you. Guaranteed to give satisfaction, weight 45 pounds, made of fancy ticking with imperial roll edge. Regular \$30 value. Expansion Sale Price \$21.75

Hair Mattresses

This is the only mattress you can buy that will last an entire lifetime. You cannot make over a felt mattress new, but a hair mattress can be made over into practically a new mattress any time. Buy a Hair Mattress and end your mattress trouble permanently. Regular \$42.50 value. Expansion Sale Price \$26.50

Lawn Swings

We offer a large four-passenger, heavy construction Lawn Swing during this sale, regular \$12.50 value, at \$11.45
Same description Lawn Swing for the children, four-passenger, regular \$8.50 value. Expansion Sale Price \$6.75

DRESSERS

in all styles and at wide range of prices

If you need a dresser now is the time by all means to purchase it.

Regular \$215 Large Mahogany Dresser. Expansion Sale Price \$157.50
Regular \$102.50 Large Walnut Princess Dresser. Expansion Sale Price \$126.50
Regular \$145 Large Dresser, in walnut. Expansion Sale Price \$87.50
Regular \$65 Large Fumed or Golden Oak Dresser. Expansion Sale Price \$48.50
Regular \$47.50 Large Golden Oak Dresser. Expansion Sale Price \$32.50
Regular \$45 Medium-Golden Oak Dresser. Expansion Sale Price \$31.50
Regular \$32.50 Medium Golden Oak Dresser. Expansion Sale Price \$22.75
Regular \$42.50 Medium Size Princess Dresser, 18 by 38 inch glass. Expansion Sale Price \$28.50
Princess Dresser, Golden Oak finish, with plate mirror, 18 by 38 inches in dimension. Extra fine value. Regular \$42.50 value. Expansion Sale Price \$28.75
Dresser with large base, having 24 by 20-inch plate mirror, in either ivory or walnut finish. Regular \$74.50 value. Expansion Sale Price \$51.75

We Pay The Freight

This is a concession we are making out-of-town patrons. People living in West Texas, New Mexico and Arizona can save lots of money by taking advantage of this sale. Come in person or send in your mail orders. Sterchi stands behind his goods. Send a mail order with a description of what you want. You will get honest, prompt and satisfactory service.

Bohn Syphon Refrigerators

The Bohn Syphon Refrigerator is not a cheap refrigerator in price, but in Saving and Upkeep IT HAS NO EQUAL. Come in and let us demonstrate it to you. Regular \$115 value. Expansion Sale Price \$82.50
We have low priced refrigerators also.

Chiffonier

This Chiffonier has a large base with 14 by 24 inch mirror, is of dovetail construction throughout, and is finished in either Ivory or Walnut. Regular \$60 value. Expansion Sale Price \$43.50

Dressing Table

Golden Oak Colonial Design with Triple Mirror. Regular \$39.50 value. Expansion Sale Price \$29.50

3-Piece Solid Mahogany Cane Suite

This beautiful Cane Living Room Suite, in mahogany, elegantly upholstered, and is a great buy. Regular \$485.00 value. Expansion Sale Price \$287.50
Each and every one of our Cane and Overstuffed Suites will be sold at reductions comparable with the one listed here.

Living Room Set

This set consists of (2) two rockers, (1) one settee, (1) one chair and library table to match, all in solid oak, fumed finish, with spring seats upholstered in imitation leather. Regular \$61.50 value. Expansion Sale Price \$44.50

Bed Room Suite, No. 502

This beautiful William and Mary four-poster bed room suite of American Walnut consists of bed, dresser, dressing table and Princess dresser. Regular \$236 value. Expansion Sale Price \$318.75

Bed Room Suite, Mahogany Finish, No. 431

Only (6) six of this Queen Anne Bed Room Suite in Mahogany will be sold during this sale. Suite consists of (1) one dresser, (1) one bed, (1) one chiffonier, (1) one dressing table, (1) one chair and (1) one rocker. Be sure to see this suite in our window. Regular \$314.50 value; Expansion Sale Price \$231.50

Extra Special For The Baby GO-CARTS

Be sure to visit our Nursery Department. Here you will find Go-Carts, Sulkies, Strollers, Beds, Mattresses, Cribs, etc. Everything in the way of furnishings for the little ones.

We have on sale during our Expansion Event a Go-Cart finished in gray, brown or ivory, whose regular price is \$20.00. Expansion Sale Price \$13.85

Special for the Sleeping Porch

Two-inch post, heavy filler, Simmons bed, suitable for the sleeping porch or bedroom, in any finish, 49 lb. all cotton mattress, 6 inch Rise Link Spring. Bed, Mattress and Springs complete sell regularly for \$42.50. Specially priced for Expansion Sale at \$28.85

Lamps

STAND LAMPS

Mahogany and Polychrome Stand Lamps with great stock of shades to select from, ranging in price for complete lamp and shade during Expansion Sale from \$19.50 up. The \$19.50 Lamp and Shade is our regular \$32.50 value.

TABLE LAMPS

You will be sure to find exactly the style, design and quality of lamp you desire in our large and varied stock. Our Table Lamps range from the low and medium priced ones to the costly ones. We feature the two representative values listed here during our big sale.

Regular \$9 value in Table Lamp. Expansion Sale Price \$4.85
Regular \$34.50 value in Table Lamp. Expansion Sale Price \$14.85

Heaters

Get your heater for winter NOW and save the difference.

Nufolds

These Nufolds are in fumed oak or mahogany, upholstered in extra heavy imitation Spanish leather. Regular \$90 value. Expansion Sale Price \$49.50

Conservo

Buy a Conservo and save money while you are canning your fruit. You cannot overcook the fruit in a Conservo. Works automatically. Regular \$11 value. Expansion Sale Price \$8.75

Extraordinary Values In Rugs

EXTRA SPECIAL IN SEAMLESS VELVET RUG

THIS IS TRULY AN EXTRAORDINARY BARGAIN
Regular \$67.50 Seamless Velvet Rug, 9 by 12 feet. Expansion Sale Price \$44.80

BRUSSELS RUGS

We have a large stock of exceptional patterns and designs from which to select. This is positively the greatest value ever offered in El Paso on a Brussels Rug. Regular \$37.50 value, size 9 by 12 feet. Expansion Sale Price \$22.85

WOOL AND FIBRE RUGS

LOOK THEM OVER. YOU WILL FIND THEM GOOD BARGAINS.
Regular \$15.50 value, size 6 by 9 feet. Expansion Sale Price \$11.75
Regular \$32.50 value, size 8 feet 3 inches by 10 feet 6 inches. Expansion Sale Price \$17.75
Regular \$25 value, size 9 by 12 feet. Expansion Sale Price \$19.25

WINTON VELVET RUGS

These rugs are good quality seamless rugs. Regular \$84 value, size 9 by 12 feet. Expansion Sale Price \$69.50

BIGELOW WILTONS

We offer for your approval the largest and best assortment of Wilton Rugs ever shown in El Paso or the Southwest, at prices that cannot be beaten. Regular \$110 value, size 5 feet 3 inches by 10 feet 6 inches. Expansion Sale Price \$87.50
Regular \$107.50 value, size 9 by 12 feet. Expansion Sale Price \$127.50

VELVET STAIR CARPET

We have a large line of Velvet Stair Carpets to offer, in striking designs and of the highest quality. Regular \$3.25 up to \$7.25 values. Priced for Expansion Sale from \$2.40 up to \$5.40

SHADE SPECIAL

These shades are Felt Shades in Olive, Green, will not crack nor become full of pin holes.
Regular 73c values, size 9 by 6 feet. Expansion Sale Price 55c
Regular 85c value, size 8 by 7 feet. Expansion Sale Price 65c

CONGOLEUM RUGS

These are genuine Gold Seal Congoletum Rugs. They are of durable quality, snappy and attractive patterns, and a remarkable bargain at the prices listed below:
Regular \$14 Genuine Gold Seal Congoletum Rugs. Size 7 feet 6 inches by 9 feet. Expansion Sale Price \$9.45
Regular \$17.50 Genuine Gold Seal Congoletum Rugs. Size 9 by 9 feet. Expansion Sale Price \$11.65
Regular \$20 Genuine Gold Seal Congoletum Rugs. Size 9 feet by 10 feet 6 inches. Expansion Sale Price \$16.40
Regular \$22.50 Genuine Gold Seal Congoletum Rugs. Size 9 by 12 feet. Expansion Sale Price \$17.65

JAPANESE GRASS RUGS

We have a large assortment of Japanese Grass Rugs in wonderful patterns in sizes and at the prices listed below. These rugs are of heavy woven grass and are far below the present market price; 27 by 54 inches. Regular \$1.75 value. Expansion Sale Price \$1.05
36 by 72 inches. Regular \$2.75 value. Expansion Sale Price \$1.85
6 by 9 feet. Regular \$5.75 value. Expansion Sale Price \$5.45
9 by 10 feet. Regular \$12 value. Expansion Sale Price \$8.75
9 by 12 feet. Regular \$13.50 value. Expansion Sale Price \$9.85

CHINA MATTING RUGS

WHILE THEY LAST
9 by 12 feet. Regular \$11.50 value. Expansion Sale Price \$6.85

AXMINSTER RUGS

Here is a veritable super-bargain in rugs, equalled only in the days of long, long ago. This assortment of rugs is one which offers the most attractive patterns from which to select, at prices that are at absolute bedrock.
Regular \$80 Axminster Rugs, size 8 feet 3 inches by 10 feet 6 inches. Expansion Sale Price \$58.50
Regular \$22.50 to \$97.50 Axminster Rugs, size 9 feet by 12 feet. Expansion Sale Price \$58.75 to \$79.50
EVERYTHING ON SALE. NOTHING RESERVED.

Cedar Chests

You cannot appreciate the large display of Cedar Chests we have unless you see them. Our stock includes low and medium priced ones, as well as those of finest quality. We offer a representative bargain here. Regular \$22.50 value. Expansion Sale Price \$16.85

Dishes

40-piece Dinner Set. Regular \$12.50 seller. Expansion Sale Price \$7.75
70-piece Dinner Set. Regular \$24 value. Expansion Sale Price \$17.75

Dining Room Suite

This suite consists of 8 pieces: 60-inch buffet, 54-inch table and six chairs. We can supply either mahogany or walnut. This is a very high grade suite, but at our big Expansion Sale everyone can secure a suite at extra reasonable prices. The suite described above is our regular \$480.50 seller. Specially priced for Expansion Sale \$326.75

McDougal Kitchen Cabinet

The McDougal Kitchen Cabinet needs no introduction, as it is one of the leading cabinets on the market. Equipped with the Auto Drop Door. Regular \$94 value. Expansion Sale Price \$68.50

Extra Special in Axminster Rugs

9 by 12 feet Axminster Rug. Regular \$82.50 value. Expansion Sale Price \$56.50
9 by 12 feet Axminster Rug. Regular \$92.50 value. Expansion Sale Price \$61.80

Heavy Grass Rugs

SPECIAL FOR MONDAY ONLY.
8 by 9 feet Heavy Grass Rug. Monday only \$5.35
8 by 10 feet Heavy Grass Rug. Monday only \$7.35
9 by 12 feet Heavy Grass Rug. Monday only \$9.35

EXTRA SPECIAL

PABCOLIN OR CONGOLEUM
Choice of patterns, per yard.90c
PRINT LINOLEUM
Extra special, per square yard.\$1.30

Library Tables

SPECIAL FOR MONDAY AND TUESDAY ONLY

We have a large variety of Library Tables in Fumed or Golden Oak, in all styles and sizes.
Regular \$47.50 Library Table in Golden Oak. Expansion Sale Price \$37.50
Regular \$27.50 Library Table in Golden Oak. Expansion Sale Price \$14.75
Regular \$46 Library Table in Golden Oak. Expansion Sale Price \$22.75
Regular \$37.50 Library Table in Golden Oak. Expansion Sale Price \$22.75
We have a good quality dresser in Golden Oak we are selling during this sale at \$19.50

Buffets

42 inch Plank Top Buffet, regular \$42.50 value. Expansion Sale Price \$29.75
45 inch Plank Top Buffet, regular \$67.50 value. Expansion Sale Price \$42.75

Golden Oak Dining Room Chairs

Be sure to see these chairs. They are our regular \$3.50 sellers. Expansion Sale Price \$2.10

Bed Room Suites

GREAT COMBINATION OF DESIGNS AND HIGHEST QUALITIES

HERE IS A WONDERFUL COLLECTION OF REAL VALUES.
Regular \$950 Bed Room Suite, 4 pieces in walnut. Expansion Sale Price \$685.00
Regular \$435 Bow Foot Bed Room Suite. Expansion Sale Price \$337.50
Regular \$450 Bed Room Suite, 6 post bed. Expansion Sale Price \$318.75
Regular \$325 Mahogany Bed Room Suite. Expansion Sale Price \$236.50
Regular \$485 Bed Room Suite, bow foot bed. Expansion Sale Price \$337.50
Regular \$335 Bed Room Suite in 3 pieces of mahogany. Expansion Sale Price \$231.50

Nothing Reserved

Everything in Sterchi Bros.' Furniture establishment has a tag on it. Look at the red tags. Each and every one of these tags represents a cut in price that is a great many dollars under the regular price of the article to which it is attached. What do you want? You can buy it ON SALE at Sterchi's.

STERCHI BROS. FURNITURE CO. 202-204 San Francisco Street